

SCOTTISH GROCER FEATURE SYNOPSIS

March 2022

Sustainability

Editorial contact for this feature is

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Deadline for editorial submission, Thursday 27th January

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as market share, market trends and details of brand activity.*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity.*
- *And please feel free to provide anything else you think is relevant.*

COP26 may be in the rear-view mirror, but sustainability is still high on the agenda for consumers –and they expect brands to do their bit. In this feature we'll look at what steps brand shave taken to improve their eco-credentials and ask how retailers can drive sales of sustainable products in their store. We would welcome comments on the following:

- How important is sustainability to convenience channel shoppers? What are the key environmental concerns expressed by shoppers when it comes to FMCG?
- Which demographics are most concerned with sustainability and how valuable are these consumers to the convenience channel? How important are these shoppers likely to be in the future?
- What steps has your brand taken to improve its environmental credentials? What sustainability goals are you working towards? How are you communicating your environmental activities to consumers?
- How can retailers better communicate sustainability in their store? What can they do to signpost more environmentally friendly brands? Is there scope to introduce a sustainability section? What could the benefits of this be?
- For drinks brands: The live date for Scotland's deposit return scheme has been postponed, but 2023 is not far away. What steps are drinks producers taking to ensure they are prepared for DRS? What advice can you offer retailers who may be concerned about DRS implementation?
- Do you have any sustainability focused NPD/campaigns you want to shout about?